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Award

UCAS Media Partnership

University of South Wales

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-067600

Procurement identifier (OCID): ocds-h6vhtk-05d1c5 ([view related notices](#))

Published 22 October 2025, 4:15pm

Scope

Reference

SSJ068

Description

University of South Wales require a contract that conducts data insights and market research which will deliver core marketing activity to prospective students, their families, carers, teachers and advisors. Therefore, a decision was made to complete a direct award.

The final contract value is subject to internal approval, the maximum permitted value is stated in the notice.

Contract 1. UCAS Media Partnership

Supplier

- UCAS Media Limited

Contract value

- £290,371 excluding VAT
- £348,445 including VAT

Above the relevant threshold

Award decision date

21 October 2025

Standstill period

- End: 31 October 2025
- 8 working days

Earliest date the contract will be signed

5 November 2025

Contract dates (estimated)

- 7 November 2025 to 6 November 2026

- 1 year

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKL15 - Central Valleys

Procedure

Procedure type

Direct award

Supplier

UCAS Media Limited

- Public Procurement Organisation Number: PQLW-4791-YWWY

Rosehill, New Barn Lane

Gloucestershire

GL52 3LZ

United Kingdom

Email: E.Barnes@ucas.ac.uk

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. UCAS Media Partnership

Contracting authority

University of South Wales

- Charity Commission (England and Wales): 1140312

University of South Wales,

Pontypridd

CF37 1DL

United Kingdom

Contact name: Libby Roberts

Email: libby.roberts@southwales.ac.uk

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales